

## CLAIMS

What is claimed is:

1. A method of merchandising a product, comprising:  
providing a base having a top portion and a lateral side;  
detachably engaging a first merchandising element to the lateral side of the base;  
attaching a shelving element to the base, the shelving element being adapted to support the product above the base;  
detachably engaging a second merchandising element to one of the base and the shelving element such that at least a portion of the second merchandising element is positioned generally over the shelving element; and  
coordinating the first and second merchandising elements to market the product.
2. The method of claim 1, wherein the step of detachably engaging a second merchandising element comprises detachably engaging a sign having a shape corresponding to the product being marketed.
3. The method of claim 1, wherein the shelving element includes shelves which extend in at least two directions.
4. The method of claim 1, further comprising placing at least one of the product on the shelving element.
5. The method of claim 1, wherein at least a portion of the second merchandising element extends beyond the shelving element.

6. The method of claim 1, wherein the step of detachably engaging the first merchandising element comprises detachably engaging a mirror to the lateral side of the base.

7. The method of claim 6, wherein the step of providing the second merchandising element further comprises providing a sign related to a shoe.

8. The method of claim 1, wherein the step of providing the base further comprises forming the base to have a masonry element appearance.

9. The method of claim 1, wherein the step of detachably engaging the second merchandising element comprises detachably engaging an illuminated sign.

10. A method of merchandising a product, comprising:  
positioning a base on a supporting surface, the base having a top portion and a side portion;

detachably engaging a merchandising element with the base;

detachably engaging a flexible merchandising element with the top portion of the base by sliding one end of the flexible merchandising element into the base through the top portion thereof, the flexible merchandising element being bendable in response to forces exerted in a direction generally normal to the flexible merchandising element to facilitate the stable positioning of the base, wherein the merchandising element and the flexible merchandising element are coordinated to market the product.

11. The method of claim 10, wherein the step of detachably engaging the flexible merchandising element comprises detachably engaging a sign having a shape corresponding to the product being marketed.

12. The method of claim 10, wherein the step of engaging the flexible merchandising element comprises engaging a flexible merchandising element, capable of bending through an angle of at least thirty five (35) degrees, with the base.

13. The method of claim 10, wherein the step of providing the base further comprises forming the base to have a masonry element appearance.

14. The method of claim 12, wherein the step of providing the base includes forming the base with an enclosed hollow area.

15. The method of claim 14, further comprising the step of placing ballast within the hollow area of the base to add stability to the base.

16. An apparatus for merchandising a product, comprising:  
a base having a top portion and a lateral side;  
a first merchandising element detachably engaged with the lateral side;  
a shelving element disposed on the base and adapted to support the product above the base; and

a second merchandising element detachably engaged with one of the base and the shelving element such that at least a portion of the second merchandising element is positioned on a side of the shelving element opposite from the base.

17. The apparatus of claim 16, wherein the second merchandising element has a shape corresponding to the product.

18. The apparatus of claim 16, wherein the shelving element includes shelves which extend in at least two directions.

19. The apparatus of claim 16, wherein at least one of the product is located on the shelving element.

20. The apparatus of claim 16, wherein at least a portion of the second merchandising element extends beyond the shelving element.

21. The apparatus of claim 16, wherein the first merchandising element comprises a mirror.

22. The apparatus of claim 21, wherein the second merchandising element is a sign related to a shoe.

23. The apparatus of claim 16, wherein the base has an appearance of a masonry element.

24. The apparatus of claim 16, wherein the second merchandising element comprises an illuminated sign.

25. The apparatus of claim 16, further comprising at least two wheels rotatably mounted to the base.

26. An apparatus for merchandising a product, comprising:  
a base having a top portion and a lateral side;  
a first merchandising element detachably engaged with the lateral side; and  
a product supporting element disposed on the base and adapted to support the product above the base.

27. The apparatus of claim 26, further comprising a second merchandising element detachably engaged with one of the base and the shelving element such that at least a portion of the second merchandising element is positioned on a side of the shelving element opposite from the base.

28. The apparatus of claim 27, wherein the product supporting element is a shelving element adapted to support the product over the base.

29. The apparatus of claim 27, wherein the product supporting element comprises a slat wall adapted to support at least one product holder.

30. The apparatus of claim 27, wherein the product supporting element comprises a peg board adapted to support at least one product holder.